

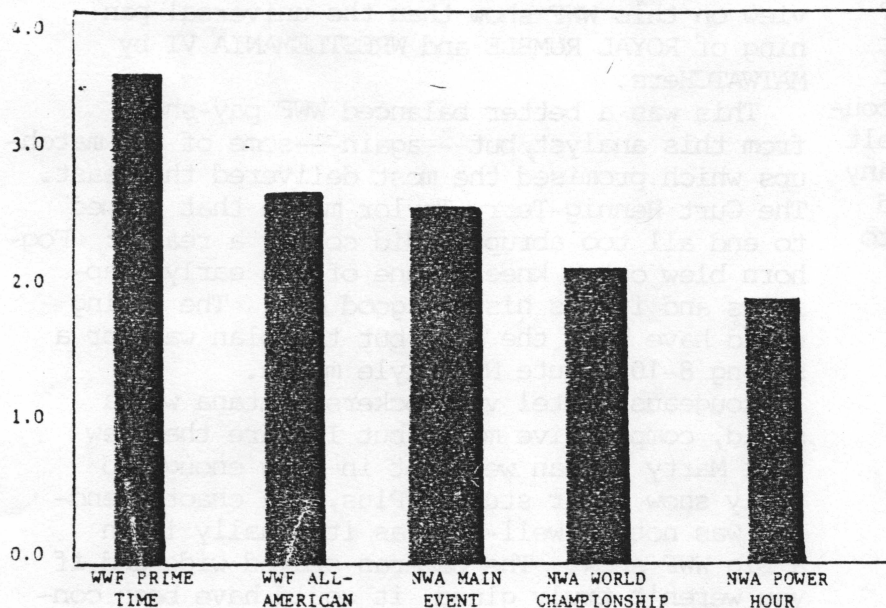
MATWATCH

213 Pine Hills Ave. Auburn AL 36830

SEPTEMBER 3-9, 1989

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THE RATINGS OF AUGUST



If you talk to cable industry officials, you learn August is a key month for cable networks. First off, with the big three broadcast networks in heaviest rerun periods, people look for more alternatives; hence, why ABC and CBS haven't been able to top a 10 rating during the month.

Second, with viewers pooping out on network rerashes, August is considered the most important month for cable sampling and many cable programs draw their largest audiences when the heat is up outside.

Looking at wrestling, once cable's most dominant genre, a different picture is presented this August over the same month last year. NWA WORLD CHAMPIONSHIP WRESTLING, though in a declining phase, was still holding down the top spot among cable ring shows and WWF ALL-AMERICAN was clinging to a low top ten slot.

Without doubt, WWF PRIME TIME has assumed the role as the most dominant show in wrestling television with an average 3.6 rating during August and the reason is, singularly, Roddy Piper. The PTW episode featuring the Piper-Rick Rude studio squareoff with banter far more interesting than the inconsequential matches in the two hours drew a 4.0 rating, a record for PTW. Not only that, it was the first edition of a weekly wrestling series to hit the 4 mark since the Frank & Jesse

ago and its Aug. 27 outing, featuring a highly-plugged Bobby Eaton-Jimmy Garvin grudge match, was its most-watched episode in five months.

WCW, once the flagship show for all of pro wrestling, dropped 31% in rating from its August '88 levels, and while most of its shows have been quality efforts, WCW still seems to suffer from the fallout of having been moved all over the TBS schedule in the spring.

POWER HOUR, the newest on the block of the big two, which some observers believe is on its way to becoming the best-produced wrestling-oriented program on the tube, finished with a 1.8 average, buoyed by a 2.3 in its one Saturday special airing and a 2.0 on Aug. 25, tying its high for a Friday night. The key, in our view, for PH is getting a consistent starting time on Friday nights when the Braves season ends and strong movie lead-ins which draw compatible demographics. One must remember, the makeup of the Friday night audience is different and one of the weakest of any television night. But PH draws a good flipside profile to the older, declining audience of CBS' FALCON CREST and the upscale, news-oriented viewership of ABC's 20/20.

Things to watch in the fall: can PTW maintain its strength (which it usually does not) vs. the male-dominated MONDAY NIGHT FOOTBALL and NBC's strong movie package? Prediction here: it will, though drawing few 4 ratings, because Piper is hot again and can draw against marginal football



James (Dusty Rhodes/Magnum T.A.) vs. Midnight Express angle in February 1986 on WCW. And---with the exception of the USA Network's package of first-run made-for-cable movies, PTW is now the network's dominant number one show. But isn't it curious that USA does not mention the WWF anywhere in its major ads for the network offerings in trade publications? The old stigma is still there.

Some interesting stats here: NWA MAIN EVENT, with a 2.5 average in August, was actually up a tenth of a point over a year

BEVERLY COLUMN (Continued from Page 1)

ontests. Can the MAIN EVENT continue its low resurgence opposite NFL doubleheader games? Prediction: Probably so because the NFL hasn't greatly affected NME ratings in the past except for playoff time. Finally, can WCW come out of its doldrums, once it returns to a regular 2-hour format in October? Prediction: Doubtful. I hope I'm wrong but I think too many people got out of the habit with the erratic scheduling in the spring, coupled with the intense frustration viewers felt during the George Scott boredom era. Too many of those viewers gave up on the NWA then and it's going to take a tall selling job just to get them to sample WCW again, in my view.

THIS WEEK'S HEADLINES

WORDS OF OKERLUND: TITAN
CONTENDS IT WAS PLANNED

STAMFORD, CT. — A blooper, during which Gene Okerlund uttered a major profanity in an interview segment of SUMMER SLAM '89, was not a blooper at all, according to sources close to Titan Sports.

The pre-taped segment, in which Okerlund was about to interview Bobby Heenan and Rick Rude, had just begun when a SUMMER SLAM banner behind the trio collapsed and fell. Okerlund allegedly blurted out what is known in the broadcast industry as the "f" word.

Announcers Tony Schiavone and Jesse Ventura were left with 25 seconds of dead air before acknowledging the error. The correct interview was then played. But a Titan official says the error was by intent. The promotion thought it was amusing, says the source.

SUMMER SLAM BUY-RATE:
TITAN SAYS 7; OTHERS SAY 4.8

LOS ANGELES — In an Aug. 31 story, THE HOLLYWOOD REPORTER quotes Titan Sports officials as claiming a 7 percent buy-rate for SUMMER SLAM '89. But a spot check of key cable companies by MATWATCH puts the rate at a 4.8-5% figure.

A 7% buy-in would mean a \$14 million payable gross while a 4.8% would place revenues at approximately \$9.5-10 million. Titan's public claims usually run 2-4% above actual buy-ins.

PINFALL PROFILE

POST-MORTEM: SUMMER SLAM '89

As of Thursday night, our dial-ins have not been as strong as for recent NWA pay-per-view shows. A total of 79 call-ins, with 20 rating it an excellent or good show (25%), 18 rating it average (23%), 15 fair (19%) and 26 poor (33%). Overall, it's a broader difference of view on this WWF show than the universal panning of ROYAL RUMBLE and WRESTLEMANIA VI by MATWATCHers.

This was a better balanced WWF pay-show, from this analyst, but---again---some of the matchups which promised the most delivered the least. The Curt Hennig-Terry Taylor match that seemed to end all too abruptly did so for a reason: Foghorn blew out a knee on one of the early leapfrogs and it was his one good one. The ending would have been the same but the plan was for a strong 8-10 minute NWA-style match.

Rougeaus/Martel vs. Rockers/Santana was a solid, competitive match but I share the view that Marty & Sean were not in long enough to truly show their stuff. Plus, the chaotic ending was not as well-shot as it usually is on a big WWF show. The cameras stayed wide and if you weren't truly glued, it could have been confusing as to who got the pinfall.

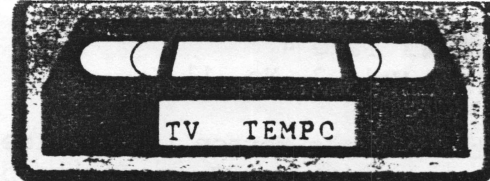
I've had a surprising number of negative reactions to the opener, which I felt was a decent, if not spectacular, match. But at least a dozen callers felt Tully & Arn were not giving full thrust to the match. Maybe so, but I still think it was a far more credible opener than on some past Titan pay cards.

The genuine bright spot was that ULTIMATE WARRIOR-RICK RUDE confrontation which had brilliant booking and the near-falls were milked to a crowd-hysterical perfection. Rude's distraction by Roddy Piper was well-timed and the entire storyline made up for the woeful inadequacy of Jim Hellwig as a ring performer.

But I felt I was watching a mirror image of last year's SS main event, with a rearrangement of characters and objects, in the Hogan/Beefcake win. But, even with the use of a "loaded" purse, Hogan pinned Zeus when he couldn't even faze him with chairs, boards and much more devastating artillery than a pocketbook. So Zeus is not invincible any more and I can't see how he can be re-sold as the monster who will kill Hogan. It was the same formula Hogan ending and the kids popped, which is okay, if you like that kind of presentation. But, if you believe some angry people who left the live show and this writer, it was a feeling of being cheated out of a story which had many more chapters to tell but you read it all in the Cliff's Notes.

A last comment on the announcers: Tony Schiavone and Jesse Ventura did perhaps the best sports-

(Continued on Page 5)



(SCALE: PINFALL! - Must See. PILEDRIIVER - Excellent. POWERSLAM - Good. DRAW - Average. RESTHOLD - Fair. BOMB - Poor. PLUS - Midscale rating.)

(NWA/SYND.) - [WORLD WIDE]: Skyscrapers d. Dingdongs & unmask them (Greg Evans & Richard Sartain). Norman puts on one mask and the other on a pole. Terry Funk d. Lee Scott; Sting d. Bounty Hunter; Steiners d. State Patrol; Ric Flair d. Brad Armstrong; Brian Pillman d. Cruel Connection. FEATURE: Rick Steiner's night date w. Robin Green. PEDICINO'S NOSE (all shows): preview of Flair-Funk Texas Death matches. POWERSLAM.

[NWA PRO]: Freebirds d. Mark Smith/Bob Emory; SST d. Scott/Tony Suber; Midnight Express d. Cruel/Trent Knight; Steiners d. Ron Simmons/Bill Ford when Iron Sheik lures Simmons away and leaves Ford to a beating; Pillman d. Bounty; Flair d. Cuban Assassin. FEATURE: Steiner/Green zoo date. DRAW.

[MAIN EVENT]: REPLAY, closing of Sting-Dick Slater match from WCW; FEATURE: Steiner's night date; Tommy Rich d. Cuban Assassin; Bobby Eaton d. Jimmy Garvin when Stan Lane decks Garvin during ref dispute w. Michael Hayes. DRAW-PLUS.

(SCW) - Chic Donovan d. Chance Myers; Joel Deaton d. Bobby Bennett; David Sammartino d. Invader; 8-MAN: Bullet/Brad Armstrong/Jim Powell/Ted Allen d. Mike Golden/ Mr. Atlanta/Kevin Dillinger/Billy Starr. RESTHOLD-PLUS.

(USWA) - Steve & Schaun Simpson d. Super Medics; Billy Travis d. Frogman LeBlanc; Eric Embry/Chris Adams win DQ over P.Y. Chu'i/Gary Young when heels try to rip open Toni Adams' (Chris' wife) blouse. VIDEOS: Travis & Jeff Jarrett; Jerry Lawler. DRAW.

(CWA) - (Ronald V. Gossett IV is promoter for day). CWA TAG TITLE: Spike Huber/Jerry Lawler win DQ over Wildside (Gossett fires ref & hires Boss Winters as sub); Blackbirds/Harold Harris d. Freddy/Rough & Ready; Black Bart/Tony Anthony d. Cousin Junior/The Destroyer (who refuses to tag); Doug Gilbert/Gary Albright d. Texas Dirt (Dutch Mantel)/Rodney Naper (G & A try to remove Dirt's mask, so he leaves); Master of Pain/Little Road Warrior d. Tim Hall/T.D. Steele. FEATURE: Gilbert challenges Lawler to loser-leave match w. Gossett as ref. POWERSLAM-PLUS....most creative show in months.

(ACW) - RERUNS: Darrin Stephens/John Savage lose to Scott Armstrong/Mitch Snow; Nelson Royal d. Bobby Mack; Ken Shamrock d. Brian Johnson; Brad Anderson d. Jesse James. NO RATING OFFERED.

(PORTLAND) - Beetlejuice wins DQ over Jonathan Boyd when Al Madril attacks and cuts off some of BJ's hair; Maximum Overdrive (single) d. C.W. Bergstrom; Nord the Barbarian no decision vs. Bill Francis; Carl Stiles wins DQ over Madril; PACIFIC NW TAG TITLE: Rex King/Steve Doll d. Scotty the Body/Grappler. ANGLE: Madril pulls a lighter out of his trunks with intent to burn Stiles. POWERSLAM.

(STAMPEDE) - Maximum Overdrive (team) d. Kim Schau/Jonathan Holliday; Johnny Smith d. Biff Wellington; Larry Cameron d. The Outlaw; Samurai Warriors d. Bob Brown/Goldie Rogers; Chris Benoit d. Great Gama by DQ. DRAW.

(NWA/TBS) - [POWER HOUR]: Cuban Assassin d. Ding Evans; Tommy Rich d. Bill Irwin; NWA TV TITLE: Sting d. Muta by DQ when Gary Hart bumps him off Muta. WNN: Gordon Solie comments on Steiner dates, Sting-Flair pairing. FUNK'S GRILL: Terry insults Road Warriors. DRAW-PLUS....would have been POWERSLAM except for weak and so-so first 2 matches. [WCW]: Danny Spivey d. Rusty Riddle; Samoans d. Ford/Knight; Freebirds d. Tommy Angel/Luis Ascea; Rich d. Agent Steel. VIDEOS: Dynamic, Dudes, Skyscrapers, Road Warriors, Pillman. BOMB-PLUS.

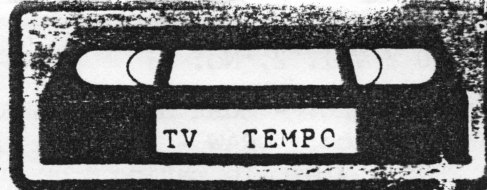
[MAIN EVENT]: Steiners win DQ over Freebirds; Rich d. Simmons; REPLAY: Sting/Flair/Pillman vs. Slater/Muta/Funk brawl. FEATURE: Steiner "night date." RESTHOLD-PLUS.

(AWA/POWW) - Wendi Richter d. The Dazzler; Magnificent Mimi d. Shirley Black; Destruction Crew d. T.C. Carter/Red Tyler; \$5,000 LADIES BATTLE ROYAL where Bambi suffers "broken arm"; Olympians stripped of AWA tag title. BOMB.

(WWF/SYND.) - Ronnie Garvin d. The Intruder; Jimmy Snuka d. Mike Luca; Haku d. Riki Ataki; Rougeaus d. Jim Evans/Dennis Bertoch; Jim Duggan d. Hank Morgaon; Other winners: Bad News Brown, Sheepwackers. BRO. LJV w. Bossman/Slick. BOMB-PLUS.

[CHALLENGE]: Demolition d. Intruder/Tim Patterson; Honky Tonk Man d. Lou Spiccoli; Foghorn Leghorn d. Barry Horowitz; Powers of Pain d. Stevens/Luca; Barry Widomaker d. Tom Burton; Greg Valentine d. Tom Monti; Other winners: Rockers. RESTHOLD.

(CWF) - Dennis Condrey vs. Todd Morton ends during ref bump when Wendell Cooley runs in, bulldogs Condrey and Morton counts fall; CAGE MATCH: Adrian Street wins DQ over Terry Garvin when original Beast arrives, attacks Todd Morton, &



(CWF/Cont.) - beats Morton (into juice job), Adrian and Linda with giant wirecutters; Jerry Stubbs d. RPM Davis; CWF TAG TITLE: Brian Lee/Jimmy Golden d. Southern Boys for belts when Robert Fuller hits Tracy Smothers w. crutch. **POWERSLAM**...but Fuller's giving away too much on TV for a small promotion.

LINE OF THE WEEK - 1. Paul E. Dangerously, NME, on Tommy Rich: "He's like Tammy Bakker begging for money to help out her husband Jim." 2. Jim Cornette, PH: "Joe Pedicino went through the Sara Lee Bakery in Greenville today. Now they're filing for bankruptcy." 3. Don Coss & Scotty the Body, Portland: (DC) "Madrid threw a fireball." (STB) "That was a solar eclipse." 4. Coss & Scotty: (DC) "Al Madrid pulled a lighter out of his trunks." (STB) "Stiles shoulda asked for a Bud Light." 5. Lee Marshall, AWA: "You don't get to be champion of the world by clipping coupons." 6. Jesse Ventura, WWF: "Honky loves to do guitar solos. Can't tell if it's him or Jimmy Page." 7. Ventura, WWF: "There's a guy (Bad News) from the University of Harlem, not the University of Harvard." 8. Paul E., NME, on Rich hugging elderly fan: "It's his wife. It's Mrs. Rich." 9. Ric Flair, WCW: "I've never owned a pair of cowboy boots but every Texas woman calls me all-around cowboy." 10. Randy Adams, SCW: "That Jimmy Powell clothesline rattled my molars." 11. Bulldog Bob Brown & Ed Whalen, Stampede: (BBB) "Summer Sizzler '99." (EW) "It's 89! '89! I'm old enough as it is." 12. Rick Steiner, WCW: "What do you mean Atlanta's a second home? I've already got a home." 13. Hawk, PH: "Funk, with that outfit, we ought to get some of those furry dice and stick 'em on there." 14. Scotty, Portland: "Who does Sandy Barr think he is? Olivia Newton-John getting physical?" 15. Klondike Bill, PH, to Cornette: "Jim, you're one of my favorite TV personalities--- you & Jim Swaggart." 16. Cornette, PH, to Jim Ross: "Your ex-wife made Leona Hemsley look like Mother Theresa." 17. Cornette & Ross, PH: (JR) "That towel's classy. It came from Holiday Inn or Motel 4." (JC) "The hotels Gary Hart stays in are so small, they steal HIS towels." 18. Gordon Solie, PH: "I thought Robin Green was a bit pushy and a little bit shovy." 19. Tim Dix, SCW: "Steve Prichard was busted open like a raw tomato." 20. Vince McMahon & Jesse Ventura, WWF: (VM) "Love the way his (Duggan's) crown fits." (JV) "Yeah, it's cocked to one side, tilts the same way his eyes do." 21. Paul E., NME: "The Iron Sheik says, 'If I can be ayatollah, you can be vice-ayatollah.' Jim Ross: 'In charge of vice?'" 22. Tommy Rich, WCW: "The jobs I do...I do myself." 23. Wahoo McDaniel, WCW: "They (Freebirds) might have long hair but they're not sissies." 24. Larry Zbyszko, AWA: "When you can talk to the human race without calling L. Ron Hubbard, then you can face the heavyweight champion of the world."

STRONGEST COMMENTS - Paul E. Dangerously, NME: "The only reason Ric Flair likes Brian Pillman is because he gets all these pretty girls around him."

NICKNAMES OF THE WEEK - 1. "Mr. Incompetence" (Jorgen Hermann's name for Ed Whalen). 2. "Flex Luger" (Tommy Rich's name for Lex).

BEST PICTURES - 1. TBS/PH, Sting dropping Muta on rail. 2. WWF, Butch Miller & Luke Williams in new hats.

ALL-CLICHE TEAM - 1. Solie, PH: "....down but not out." 2. Ventura, WWF: "....happy as a lark."

BLOOPER AWARDS - 1. TBS, teasing Brian Pillman match which didn't air on WCW. 2. Joe Pedicino, NME, for announcing Rich-Simmons as 15 min. time limit and later saying, "15 minutes gone, 5 minutes to go." 3. TBS, for plugging two arena cards during POWER HOUR either in progress or over for the same night.

BOO AWARDS - 1. BIG BOO to TBS for taking time out of WCW to make up for runover on earlier football game. As long as this kind of stuff continues, fans will continue to question if TBS really has a serious priority on wrestling. 2. AWA....if you want to run GLOW or POWW, fine, but bill it as such!

TUBE TALK: Lots of angry calls on my message machine about the shorting of WCW. And I remember the days in the early '80s when WCW would get an early start just to get a full 2 hours in if Braves began at 7:35....Florida is off TV in Jacksonville now but still clinging to about five markets....I almost began a boycott when David McLane showed up on most of AWA Saturday....Late note: Jim Cornette and Wahoo McDaniel both added to NWA booking committee. Wahoo will join Ross on color again next Saturday. It's a 2-hour show, I guess, unless SEC football runs long. Sorry, Jeff C., I can't help it.

Joe Blanchard may be a fine gentleman but he's about as exciting as an ant race on the AWA color mike....I'm told this weekend's NWA MAIN EVENT will be a top-notch show....Talk about my favorite music: ABC's NFL MONDAY NIGHT FOOTBALL will use Tommy Rich's "All My Rowdy Friends" by Hank Williams Jr. as its theme....KLON, call me the FCW results Saturday morning around 11 a.m. your time, if you're home....AWA contract with ESPN up for renewal in two months, so it will be interesting if team format continues on cable....In many markets, CLASH VIII will do combat with the syndicated premiere special of ROLLER GAMES.Wrestling down to three hours a week in Jacksonville, Fla., down from 11 hours three years back. FSB.

SUMMER SLAM (Continued from Page 5)
may not be 2 more solid wrestlers than Tully Blanchard & Bret Hart." 3. Ventura: "Miss Elizabeth is nothing more than a goaltender." 4. Schiavone: "Jacques Rougeau---I wouldn't shake his hand on a bet."

BEST PICTURES - 1. Liz whacking Sherri. 2. Warrior slamming Rude into rail. 3. Warrior blowing up at the bell. 3. Neidhart grabbing Tully in bearhug in mid-air. 4. DiBiase over top bump from Snuka.

TOMMY RICH COMPARISON - Schiavone: "The Superfly has come in here like a wildfire."

ALL-CLICHE TEAM - Sean Mooney: "...cut the excitement with a knife." Ventura: "...close but no cigar."

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INJURY REPORT: Terry Taylor had an exam on his damaged knee Thursday. It's expected he may have to be scoped at the very least. As for Steve Williams, it's a case of damaged ribs from a Saturday match in Philly, on top of having a toenail removed from his big toe. No one's said for sure, but the Williams-Rotunda match for CLASH VIII next week may have to be scrubbed.

PORTLAND POOP: Nord the Barbarian and Portland's version of Zeus, Bill Francis, met Saturday night in a "Football Match" with 3 judges at ringside: Scotty the Body, Steve Doll & Al Madril. Sound a bit onesided?

MORE SLAMMERS: Our MATWATCHers Dan Reilly & Evan Ginzburg made it to SUMMER SLAM live and they followed our view that Rude Warrior was the surprise match of the night, both rating it an "A-." But Dan also called Sunday night's NWA New Haven show "barely passable."

USWA IN THE MUD: Percy Pringle & Tojo Yamamoto wallowed in a mud match in Fort Worth Monday night and it looks like Percy, Eric Embry & Chris Adams are headed for the scaffold with Tojo, P.Y. Chu'i & Taurus Bulba or another partner.

CHALLENGE TAPING: From Springfield MA: not terribly eventful, other than a woman failed to swoon for a Rick Rude kiss. Later Roddy Piper asked the woman why she didn't fall under the spell and she said it was because Rude had bad breath. So Piper put one on her and called it "The Rod Awakening."

SUPERSTARS TAPING: The biggie: Savage & Duggan for the crown and as is our policy not to spoil the finish for viewers (you can read it in other bulletins), watch it in September.

TAKING A CRUISE: Chris Cruise, as speculated here last week, is the new host of NWA WORLD WIDE WRESTLING. He'll do some practice shows for a few weeks and you'll see him debut in October.

UPDATE: We tried and failed twice to get a confirmation from NWA chief Jim Herd but sources tell MATWATCH Steve Williams was suspended for at least a couple of days last week for an undisclosed infraction. Don't know how or if it relates to his injury.

COMINGS & GOINGS

STARRCADE LOCALE: I've been besieged with calls on STARRCADE's locale Dec. 17. As of this week, it was not finalized but I'm betting Atlanta because the Omni has become a hot arena again. I'll let you know the minute I'm told.

CHAMPION MUTA: The Great Muta won the NWA World TV Title Sunday night at the Omni. The match and subsequent angle will be detailed on next week's WCW show. We'll be hitting the Center Stage taping next Thursday night (Sept. 14).

CLASHING OUT: Next Tuesday's CLASH VIII promises to be an incredibly hot show, if it follows the paper plan. Look for the beginning stages there of a separation between Paul E. Dangerously and the Samoan Swat Team. Paul goes strictly to TV by October.

A HAPPY DAY: FLORIDA is not dead yet. Even though sources continue to insist the promotion is on its death bed, FCW has a new phone number and they answer by saying, "It's a great day at Florida Championship Wrestling."

WM6 LOCALE: All sorts of speculating now for the WRESTLEMANIA VI topper, including a Hogan/Liz vs. Sherri/Savage mixed match (don't buy it). A strong bet will be for the show to go at Toronto's Skydome. If not, bet on the L.A. Coliseum.

COVERING UP: Three weeks ago, the USWA angle where Chris Adams' wife Toni's blouse was ripped open was widely shown on KTVT in Dallas but heavily edited and digitized for syndication.

CACTUSING A REST: Cactus Jack Manson taking some time off to rest a problem arm. If he doesn't return to USWA, here's hoping he gets a big break as one of the most promising newcomers.

PINFALL PROFILE (Continued from Page 2)

casting job of any WWF pay show in recent memory, even though they had moments their chemistry may have been off but I chalk that up to their debut pairing. Jesse did more quality straight analysis than I've yet heard him do. But I hope Vince isn't making Tony go into the McMahon carnival-barker approach. Tony can't be Vince, he's Tony. And every time he strained to the high-pitch yell, Schiavone's voice cracked. Tony's a fine emcee. Let him be himself.

BEST LINES - 1. Schiavone, on Sherri: "With what we just saw, it could clear up a sinus or two." 2. Piper: "Who's running the Heenan camp? George Steinbrenner?" 3. Ventura: "Dusty Rhodes entered the Mr. America contest and won MOST ABS." 4. Ventura: "I think I was the first to ever do a standing dropkick." 5. Piper: "Next thing I'm gonna do is ride VOYAGER II."

STRONGEST COMMENTS - 1. Ventura: "Schiavone, you're even dumber than Monsoon! I thought Gorilla was the dumbest guys alive." 2. Ventura: "Mechanically, there

(MORE SUMMER SLAM CLIPS ON PAGE 4)

I REMEMBER: Torres Brothers vs. El Mongol & Tarzan Tyler

JUNE 1968---This was the showdown. Southern tag team championship battle on BIG TIME WRESTLING from Atlanta...the end of a nine-month feud which saw the belts swap back three times. Tarzan had been the longest-lived of a succession of partners Dandy Jack Crawford had imported for the dreaded El Mongol (Oki Shikima, Bobby "Hercules" Graham, Hans Schmidt, Hans Mortier, Bob Orton Sr. & Dale Lewis). The heel team was putting up the belts and with the match going to TV, one knew something was up in those days.

The Torreses, perhaps the greatest working tag team in pro wrestling history, dazzled the Mongol/Tyler combo for 11 minutes with their combinations of kneelifts, boomarang catapults and the famous Torres rowboat (a move I've never seen duplicated).

That is, until the nasty Crawford tripped up Alberto Torres and the Mongol went to work with a series of chops and Tarzan initiated a set of backbreakers. At the 14-minute mark, Tarzan tagged in El and held onto Alberto for El's famous double chop. But Alberto ducked and the Mongol clobbered Tyler, who bounced off and Torres covered him for the pin and the belts.

El Mongol's gold teeth began flinting and Tarzan began grunting like a wounded bear. After about a 30-second staredown, Tyler went after his partner with a vengeance but the Mongol rallied to pummel Tarzan with a set of karate chops and kicks. Enter the wily Crawford, in derby hat and tails. Would he hit his meal ticket, the Mongol who'd brought him fame since their Georgia premiere in 1966? Naaah, surely not. Tarzan began to get the advantage and Dandy raised the cane when El Mongol reversed a whip and as the cane lowered, it caught El squarely in the neck. Crawford knew he'd blown it but joined in Tarzan's two-pronged attack on the Mongol before Enrique and Alberto rushed in to make the save.

What made it all the more exciting was the intense commentary of Ed Capral: "Leo (Garibaldi), I-I simply don't believe this! This is the same El Mongol who's made Dandy Jack a rich man. I never thought I'd see this day!" I didn't either, Ed, and that's why it was one of the best-executed and most surprising turns in Georgia wrestling history. NEXT WEEK: Another bad day for the hapless Dandy Jack.

Week Ending August 21	RTG	SHR	HOMES
WWF PRIME TIME (USA 8/21)	4.0	6.4	1.93 mil.
WWF ALL-AMERICAN (USA 8/20)	2.7	7.8	1.3 mil.
NWA MAIN EVENT (TBS 8/20)	2.5	5.8	1.24 mil.
NWA WORLD CHAMP. (TBS 8/19)	2.0	5.0	990,000
NWA POWER HOUR (TBS 8/18)	1.6	3.6	792,000
NWA POWER (R) (TBS 8/19)	0.8	7.9	396,000

Week Ending August 28	RTG	SHR	HOMES
NWA MAIN EVENT (TBS 8/27)	2.8	6.3	1.39 mil.
WWF ALL-AMERICAN (USA 8/27)	2.3	7.2	1.11 mil.
NWA POWER HOUR (TBS 8/25)	2.0	3.7	990,000
NWA WORLD CHAMP. (TBS 8/26)	1.9	4.6	941,000
NWA POWER HOUR (R) (8/26)	0.6	6.3	298,000

(ANALYSIS: As noted in the Page 1 article, the WWF 8/21 PTW was the first episode of a weekly cable show to hit a 4.0 since the NWA in 1986. But with the pre-emption of PTW the following week, NWA MAIN EVENT continued its resurgence and topped the chart for the first time since the first quarter. NME's 2.8 rating and 6.3 share were highs since the first week in March. But the Sting-Slater main event on WCW was not enough to pull it out of a week lead-in from U.S. OLYMPIC GOLD.)

RATINGS RAP: SYNDICATION

Week Ending August 20	RATING	STATIONS	PCT. US.
WWF	11.5	256	97%
NWA	5.5	159	91%

(ANALYSIS: The WWF figure broke its all-time record of 11.2, set two years ago, but please remember, this is a cumulative rating for all of its syndicated shows, not an average. NWA's 5.5 marks fourth straight week it's posted 5 or better.

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ISSUES LEFT: 2

1 FINAL

FINAL REMINDER

GIFT NEW EXTENSION

THROUGH

